

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for calculating an audience rating using an interactive television, the apparatus comprising:
 - a receiver for receiving contents;
 - a controller for providing contents to a user and for controlling interactive data transfer;
 - a user history recorder for saving information on a user's action on a corresponding content under control of the controller, the user history recorder including a consumption type recorder for segmenting a user's consumption type on content and for saving the segmented behavior, and a consumption behavior recorder for recording a user's consumption behavior on each section according to the user's action made on different sections while using content; and
 - a data transmitter for transmitting at least one of the consumption type and the consumption behavior information recorded in the user history recorder every cycle or upon a requesting,
- wherein the consumption type recorder comprises:
 - a recording record area for recording relevant information and frequency thereof regarding when the user records the content, and

a back-up saving record area for recording relevant information and frequency thereof regarding when the content is saved in an external storage besides a receiver, and wherein the consumption behavior recorder comprises:

a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed,

a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content, the section information regarding the stopped action including a stop point indicator relative to the content,

a skimmed record area for recording section information regarding a skimmed action made on the content, and

a skipped record area for recording section information regarding a skipped action made on the content, wherein the stopped action, the skimmed action and the skipped action are each different actions; and

wherein the information from the normal finish record area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred by the data transmitter,

wherein the consumption type recorder and the consumption behavior recorder have a storage record area for storing a separate content identifier or a content reference so as to manage the information on the consumption type and the consumption behavior that are grouped according to each content,

wherein the consumption behavior recorder has record areas for recording a section information of a relevant content regarding a specific action, wherein the section information of the relevant content includes at least one of section start/end information, section start/length information, and a flag value, and

wherein each record area of the consumption behavior recorder has an area for storing a frequency of an action generated per each section of the relevant content.

2. (Canceled)

3. (Original) The apparatus of claim 1, wherein the user history recorder is a portable recorder like a smart card.

4. (Previously Presented) The apparatus of claim 1, wherein the user history recorder is installed in the interactive television receiver.

5. (Canceled)

6. (Previously Presented) The apparatus of claim 1, wherein the consumption type recorder further comprises:

a simple view record area for recording relevant information and frequency thereof regarding when a user views the content; and

at least one transfer record area for recording relevant information and frequency regarding when the content is transferred externally through a network.

7. (Canceled)

8. (Previously Presented) The apparatus of claim 1, wherein the consumption behavior recorder further comprises:

a replay record area for recording section information regarding when a rewind action is made on the content; and

a slowed record area for recording section information regarding when a slowed action is made on the content, wherein the stopped action, the skimmed action, the skipped action, the rewind action and the slowed action are each different actions.

9. (Previously Presented) The apparatus of claim 8, wherein when the user views again the designated content the user stopped viewing before, all previous stopped record information is deleted, and a latest stopped point information is again recorded in the stopped record area.

10. (Previously Presented) The apparatus of claim 1, wherein when the user replays a designated content at an ending part of the designated content, the action is recorded in the normal finish record area.

11. (Previously Presented) The apparatus of claim 8, wherein the information recorded in the skimmed record area and the skipped record area is designated as record information with low attractiveness to a section of a designated content, while the information recorded in the replay record area and the slowed record area is designated as record information with high attractiveness to a section of the designated content.

12. (Canceled)

13. (Previously Presented) The apparatus of claim 1, wherein user record information recorded in the user history recorder is transferred to a content provider if the content provider request the user record information.

14-21. (Canceled)

22. (Previously Presented) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and an end of the section.

23. (Previously Presented) The apparatus of claim 1, wherein the section information of the skimmed record area includes information identifying a start and a length of the section.

24. (Previously Presented) The apparatus of claim 1, wherein the section information of the skipped record area includes information identifying a start and one of an end of the section or a length of the section.